

AMPLIFY A|E|C™ PREVIEW

What's new in 2023?



Amplify A|E|C will be here before you know it and the planning committee has been hard at work since the fall bringing together new speakers and networking experiences for this summer's conference in Austin. Here's a peek behind the curtain of what's to come at this year's conference!

Are You Registered?

First things first, have you secured your badge for Amplify A|E|C yet? If not, there is plenty of time to add your name to the list. This year's conference has several packages for you to choose from based on what you want to experience.

Are you a Fellow, an MCA finalist (fingers crossed!) or a certified Minority Business Enterprise (MBE)? There is a special rate just for these groups that you can select at amplifyaec.org/register

Get to Austin Early and Level Up

If one of your professional development goals is to finally perfect your InDesign and Photoshop shortcuts knowledge, we will be opening the doors early for our Tech Tools PreCon. Look for the "Conference + Tech Tools PreCon" package when you register.

Celebrate 50 Years of SMPS

2023 not only marks the 2nd annual Amplify A|E|C conference, it is also our 50th birthday and we will be hosting a Celebration Gala the evening of August 9th. This package includes a ticket to the gala, a commemorative gift, full conference registration, and part of your purchase will go to the SMPS Foundation as a donation in your name on the Wall of Fame.

See all the package options and individual event tickets at amplifyaec.org/register! This year's conference will be at the JW Marriott in Austin and you can book your room on the Amplify A|E|C website by clicking "Accommodations" under the "Registration" tab.

The Session Schedule is Live

Curious about the different events and who the keynote speaker will be? Scroll through the entire conference schedule and read the session descriptions on the



AMPLIFY A|E|C SOCIAL MEDIA ACCOUNTS

Stay In the Know

There is so much more to come before we see you in Austin in August so be sure you are following Amplify A|E|C's accounts on social media.

TWITTER @amplifyaec

INSTAGRAM @amplifyaec

FACEBOOK Facebook.com/amplifyaec

LINKEDIN Follow SMPS's company page for conference announcements

Amplify A|E|C website. The planning committee is committed to ensuring a wide range of presenters and content and inclusive opportunities to learn and network. The 2023 program will include innovative learning formats, exclusive access to thought leaders, exclusive social and peer recognition events for Fellows, CPSMs, and chapter leaders to connect and network with their colleagues. Start planning your schedule!

Special Events for the 50th Anniversary of SMPS

This year's annual conference will bring together members from near and far to celebrate 50 years of SMPS. For attendees who purchase a ticket to the 50th Celebration Gala on August 9th, break out the formal wear! This will be a celebration of our past and future with moments of reflection.

We're going solid gold on the night of Thursday, August 10. Wear your gilded favorites to the party! This event is included in your conference registration.

Marketing Communications Awards (MCAs) and Member Recognition Awards

Finalists for the MCAs will find out who is taking home the "M" awards on Thursday, August 10 at 12pm. See the best of the best up close with categories ranging from mobile apps to project pursuit marketing. Take some new ideas back for your next project and notes for your application for next year's competition.

The Weld Coxe Marketing Achievement Award (MAA) is given to a member whose achievements and lasting contributions to the professional services marketing field are exemplary. Meet the winner of the MAA the morning of Thursday, August 10. The application to apply for the MAA is open until April 7. Read more about the award and its criteria at smps.org/recognition.

Is your chapter led by a game-changing leader? The Chapter President of the Year award is also handed out at Amplify A|E|C during the MCAs on Thursday, August 10. The application deadline for the Chapter President of the Year is March 31. See more details at smps.org/recognition.

Are You New to Amplify A|E|C?

Be sure to arrive to Austin just as the conference doors open to attend the Amplify A|E|C First Timers Experience. This hour-long event will connect you with new attendees so you can find some familiar faces throughout your sessions and events throughout the week. ■